This guide will help communicate our brand identity. We love our look. Be kind to our new style. **Enjoy.**

To ensure that our image is consistent, it is essential that this Brand Guide be followed carefully and implemented college-wide. This guide offers useful specifications for incorporating our visual image in a wide range of situations and environments. Please ensure these guidelines are adopted to help facilitate a consistent, up-to-date, and unified image to our students and the community that we serve.
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Every element in the Taft College brand, such as color choices, fonts, tone of voice and photography help communicate Taft College to current and prospective students. A cohesive look in all materials, centered around a well-designed logo, lays a foundation for the student experience. It brings a sense of pride in the school and increases the ownership each individual feels over his/her academic and athletic endeavors.

**Goal: Attract students 18-24 with a modern, clean and updated look.**

Enclosed you will find a simple and clear guide for developing materials. These brand guidelines include:

- Brandmark
- Logo Spacing / Minimum Size
- Logo Placement
- Logo Guidelines
- Color Theory
- Color Palette
- Typography
- Apparel / Promotion

The protection of the visual integrity will be of primary importance; it should never appear in a way that is inconsistent with these guidelines. All applications of the brandmark must be approved by one of the following appointed brand managers. A written response from one of the brand managers is required before proceeding:

**Print Materials:**
Darcy Bogle, Vice President of Student Services
dbogle@taftcollege.edu
661-763-7889

**Apparel/Promotional Materials:**
Bill Norris, Bookstore Manager
bnorris@taftcollege.edu
661-763-7818

**ASB/Student Activities:**
Myisha Cutrona, Activities Coordinator
mcutrona@taftcollege.edu
661-763-7887

**Athletics:**
Kanoe Bandy, Athletic Director
kbandy@taftcollege.edu
661-763-7779
Core Brand Colors -

- Mark

- Primary Colors

- Secondary Colors

- Supportive Typography

- Headline Typography

PANTONE 124 C

PANTONE 426 C

OPEN SANS XBOLD
OPEN SANS BOLD
OPEN SANS REGULAR
OPEN SANS LIGHT

TAFT COLLEGE

- Logo
Modern + Contemporary = **Timeless**
Vertical Logo Treatment - Secondary

Vertical Version
Color
*use only when necessary*
Mascot - Primary

<table>
<thead>
<tr>
<th>Mascot Color</th>
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<td>Black</td>
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<table>
<thead>
<tr>
<th>Mascot</th>
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<tbody>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>
Monogram + Mascot
Color

Mascot
95% Black + Over Black
85% should be used for print mediums where visibility is a factor, ie: signage, news print.
Key to your communications, the brandmark plays an important role in establishing the forward-thinking image of Taft College. For students, the Taft College rebrand represents a positive change towards a better future. Below are the brand preferences for various logo usages. You may use the Taft College wordmark without the TC in cases where the TC needs to be separated out. Do not combine any logos below without official approval.
Tagline lockup.
Different ways to use our logomark.

- Positive Color Logo Version
- Positive 1-color Logo Version
- Reversed Color Logo Version
- Reversed 1-color Logo Version
Give us some **space**.

**Spacing / Minimum Size**

20mm"

<table>
<thead>
<tr>
<th>Minimum Size Allowed Print</th>
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<tr>
<td>70 pixels</td>
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**Clear Space**

(length of TC mark)
Stay away from the *effects*. 

- **Do not** flip colors
- **Do not** add effects
- **Do not** distort
- **Do not** use old logo
Our colors - print / web / icons

Primary Colors

PMS 131 C & 124 U
- c 7 m 35 y 100 k 0
- r 235 g 171 b 33
- HTML EBAA20

PMS 426 C & Process Black U
- c 0 m 0 y 0 k 100
- r 0 g 0 b 0
- HTML 000000

Secondary Colors - Product Icons

PMS 115 C & 108 U
- c 0 m 12 y 100 k 0
- r 255 g 218 b 0
- HTML FFD900

PMS 2925 C & 299 U
- c 70 m 40 y 0 k 0
- r 80 g 135 b 199
- HTML 4F87C6

PMS 425 C & 426 U
- c 0 m 0 y 0 k 85
- r 77 g 77 b 79
- HTML 4C4C4E

PMS 7506 C & U
- c 2 m 7 y 20 k 0
- r 248 g 233 b 205
- HTML F8E8CD
Our chosen typeface - **print**

- **Open Sans Regular**
  - body copy typeface
  - abcdedefghijklmn
  - opqrstuvwxyz
  - 0123456789!@#$&

- **Open Sans Bold**
  - subhead typeface
  - abcdedefghijklmn
  - opqrstuvwxyz
  - 0123456789!@#$&

- **Oswald Regular**
  - headline typeface
  - abcdedefghijklmn
  - opqrstuvwxyz
  - 0123456789!@#$&
Our chosen typeface - web

Open Sans Regular  
(body copy typeface)

Open Sans Bold  
(subhead typeface)

Oswald Regular  
(headline typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&
Our chosen typeface - **microsoft office font**

Arial Regular
(office bodycopy typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

Arial Bold
(office headline typeface)

abcdefghijklmn
opqrstuvwxyz
0123456789!@#$&

Nam viverra arcu vitae est suscipit, eget aliquam libero imperdiet. Morbi dignissim, diam at eget dui vehicula, nisl nunc non nibh pharetra, ut hendrerit enim eget. Donec in molestie rhoncus, vulputate risus, euismod vitae nisl. Dictum ultrices, et sed id eros, hendrerit ultricies diam. Donec euismod, elit vitae imperdiet, pharetra nulla

Sincerely,
Sender

Date
Recipient
Title
Address
City, State Zip
Apparel / Promotions
**Signage**

**Pole Signs**
- Vertical Portrait
- 24” W X 48” H

**Hanging Signs**
- Landscape
- 48” W X 10” H
This Brand Guide Appendix is intended to provide additional assistance to offices and departments college-wide in strengthening the Taft College message and brand identity.

**ADDITIONAL LOGO GUIDELINES**

**Obtaining the Logo**  
For inquiries on applications of the brandmark, or to obtain a logo in electronic form, please consult with a brand manager. To ensure quality, logos should not be copied from webpages because the relatively low resolution of web graphics will cause the logo to look fuzzy and unsharp when copied to printed publications.

**Logo Extensions**  
Offices and departments are asked not to create their own visual identifiers or alter the official logos outlined in the brand guide in any way. Offices and departments may use their name with the wordmark. Names should only be combined below the college logo as a sub-heading.

**PRINT COLLATERAL**

**Business Stationary**  
All stationary is ordered in bulk through the Office of Administrative Services and printed by an outside vendor. Business cards, letterhead, envelopes, and other stationary are stored and distributed through the Administrative Assistant(s) of the appropriate office.

**Business Cards**  
Business cards must be ordered through the Administrative Assistant(s) of the appropriate office.

**Digital Collateral**  
May be downloaded for digital use and is available by contacting the Administrative Assistant(s) of the appropriate office.